Programme To attract tourists

3016. DR. AKHILESH DAS:
SHRI RAJEEV SHUKLA:

Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that Government have started a programme titled 'Atithi Devo Bhavah' in seven States to attract more tourists;

(b) if so, the details of the programme and facilities offered under it;

(c) whether this programme will be extended to more States; and

(d) if so, the proposed schedule of extension thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) Yes, Sir.

(b) 'Atithi Devo Bhavah' is a Social Awareness Campaign aimed at providing the inbound tourist with a sense of being welcomed by and to the country. The Campaign targets general public as a whole, while focussing mainly on the stakeholders of the tourism industry. The main components of the campaign are training and orientation programme for taxi & auto drivers, porters, coolies, etc. and mass media campaign. The first phase of the campaign was completed in March 2005. The Second Phase of the Campaign has already been launched with effect from October 2005.

(c) & (d) Extension of the campaign to other States is on the basis of their *inter-se* priority and availability of funds under the respective head.

Facilities for foreign tourists at temple towns

3017. SHRI SU. THIRUNAVUKKARASAR:
SHRI S. ANBALAGAN:

Will the Minister of TOURISM be pleased to state:

(a) the number of tourists visited the country during each of the last three years;

(b) the foreign exchange earned as a result of tourists arrival in the country during each of the last three years;